



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Marketing Analytics	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: dr. Inga Žilionytė Other(s):	Economics and Business Administration Marketing

Study cycle	Type of the course unit (module)
Second	Mandatory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	Spring semester	English

Requirements for students	
Prerequisites: Courses: Marketing, Marketing research, Research Methods	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed		
<p>Will be able to analyse consumer behaviour based on the quantitative research data and link it to marketing and communication solutions and other organizational functions.</p> <p>The course is designed to provide an understanding on how various types of data that are collected in different types of research are used in organisations for making managerial decisions in the field of marketing and communications.</p> <p>The course will further develop skills to generate the ideas on the basis of obtained information and develop creative and innovative solutions of business problems.</p> <p>The course will help understanding how various types of research will contribute to making decision in pricing, communications and other fields of marketing.</p> <p>The course will develop abilities to use secondary data and results of various types of research in developing marketing strategies.</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will know the essential marketing analytics methods and tools and be able to critically evaluate marketing and communication data.	Interactive lectures, presentations by invited guests - business practitioners and their discussion, debates, work with scientific literature	Test In-class discussions
Will know consumer behaviour analysis methods and be able to apply them; will be able to propose analysis results corresponding to the marketing and communication solutions	Interactive lectures, information search, discussions, case studies, work with scientific literature	Test In-class discussions
Will be able perform a quantitative analysis of consumer behaviour, marketing and communication activities applying the proper research methods, and propose situation-appropriate solutions	Interactive lectures, information search, discussions, case studies, work with scientific literature	Test In-class discussions
Will be able to apply appropriate methods and perform a quantitative analysis of consumer	Interactive lectures, information search, discussions, case studies,	Test In-class discussions

behaviour, marketing and communication actions and propose situation-appropriate solutions linked to management and sales functions	work with scientific literature	
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Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Marketing research and company management, essential marketing metrics.	2							2	3	Reading of assigned scientific literature
2. The diversity of quantitative and qualitative methods.	2							4	10	Reading of assigned scientific literature Conducting individual or team research assignments
3. Neuromarketing research, digital marketing research. Using AI in marketing analytics	2		2					2	10	Reading of assigned scientific literature
4. Data sources. Consumer analytics: internal data (big data etc.). Consumer analytics: external data (retail measurement, consumer panel service etc.).	3		1					7	15	Reading of assigned scientific literature Development of presentations
5. Market segmentation research.	1		1					2	10	Reading of assigned scientific literature Development of presentations Conducting individual or team research assignments
6. Brand research	2		2					4	10	Reading of assigned scientific literature
7. Product research	2		2					4	10	Reading of assigned scientific literature
8. Advertising and communication research	2		2					2	10	Reading of assigned scientific literature Development of presentations Conducting individual or team research assignments
9. Customer satisfaction surveys	2							4	15	Reading of assigned scientific literature Development of presentations Conducting individual or team research assignments
10. Employee surveys, B-to-B research	2							2	5	Reading of assigned scientific literature
Total	20		12					32	98	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Test (exam)	80	At the end of the course	The test consists of 30 closed-ended type questions, 1 exercise/ Problem-Solving/Case-Based question and 1 open-ended (essay) question. Each closed-ended question scores 2 points. The other questions are scored at different values - to be determined individually.
Participation in seminars discussion	20	During seminars	Active participation in seminar discussions 70-100%: Frequent and active participation is scored 14-20 points. 30-69%: Inconsistent and inactive participation is scored 6-14 points. 0-29%: Little or no participation is scored 0-6 points.
			The final mark is calculated: - after scoring 95-100%, the exam evaluation is 10. - after scoring 85-94%, the exam grade is 9. - after scoring 75-84%, the exam grade is 8. - after scoring 65-74%, the exam grade is 7. - after scoring 55-64%, the exam grade is 6. - after scoring 45-54%, the exam evaluation is 5. if you get less than 45%, the exam is considered failed., 4, 3, 2, 1.
External exam assessment strategy	Weight %	Billing time	Assessment Criteria
Test (exam)	100	At the end of the course	The above assessment strategy applies, except that the test consists of 40 closed-ended type questions, 1 exercise/ Problem-Solving/Case-Based question and 1 open-ended (essay) question. Each closed-ended question scores 2 points. The other questions are scored at different values - to be determined individually.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Charan A.	2015	Marketing analytics: a practitioner's guide to marketing analytics and research methods		Hackensack [N.J.] [etc.] : World Scientific
Optional reading				
Lecture slides				VLE
Chuck Hemann, Ch., Burbary, K.,	2023	Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World	2 nd ed	Persons Que Publishing
Nunan D., Birks D.F., Malhotra N.K.	2020	Marketing Research: Applied Insight	6 th ed	Pearson Education Ltd.
Davis J.	2018	Measuring marketing: the 100+ essential metrics every marketer needs.		Walter de Gruyter GmbH
Bendle N.T., Farris P.W., Pfeifer P. E., Reibstein D. J.	2016	Marketing Metrics, The manager's guide to measuring marketing performance	3 rd ed	Pearson Education Inc.
Hamersveld and de Bont	2007	Market Research Handbook: fifth edition.		ESOMAR. John Wiley and Sons